

# Radisson, Jin Jiang launch first co-branded hotel in Germany

The Radisson Hotel Group and its shareholders have together identified several opportunities to realise the true potential of the Chinese market. This follows the group's acquisition by Jun Jiang International and Sino-Cee Fund in 2018.

Key initiatives have been defined, with the launch of co-branded hotels being a critical element of the project. The Radisson Blu Hotel, Frankfurt in Germany is the first property to be co-branded with Jin Jiang International.



Federico J. González Tejera, president and CEO of Radisson Hospitality AB and chairman of the global steering committee for Radisson Hotel Group, said: "We are keen on offering the leading hotel brands from Radisson Hotel Group to guests, owners and talent around the world.

"The launch of the first co-branded hotel with Jin Jiang International is an important milestone in reaching this goal. The co-branded hotels have a bright future, with the potential to extend to more than 30 properties across EMEA – including five Radisson Collection hotels in key destinations for Chinese travellers."

Chen Liming, vice chairman of the board for Jin Jiang International, said: "We are thrilled that we will now take the next step in our journey together after the acquisition.

"China has become the world's largest travel market, offering a wealth of opportunity and potential. Co-branded hotels are

positioned to not only improve awareness of our Chinese and Radisson brands in EMEA and China respectively, but also promote people-to-people exchanges between China and the rest of the world. We very much look forward to making the most of the available potential together."

The Radisson Blu Hotel, Frankfurt in Germany is the first hotel from Radisson Hotel Group's portfolio of more than 1,100 hotels to become a co-branded hotel with Jin Jiang International.

## **Catering to the Chinese visitor market**

The choice of Frankfurt was an obvious one: For years Frankfurt has been the number one destination within Germany for Chinese tourists. The presence of the international airport ensures that many Chinese visitors start or end their trips in Frankfurt.

At the newly co-branded hotel, Chinese-speaking guests and travellers will find a range of features designed and curated to provide them with an excellent experience and make them feel at home.

Hotel offerings cover all the key moments of the stay, from collateral such as menus and welcome cards being available in Chinese to guests having the ability to pay for anything with Chinese Union pay cards.

In the guest rooms, small touches like the provision of tea kettles and a choice of Chinese teas make a big difference. Guests can also relax while watching Chinese television channels or by reading Chinese newspapers, available via the Radisson Blu One Touch app.

The Radisson Blu Hotel, Frankfurt also features a range of new food & beverage options created for Chinese-speaking travellers.

For more, visit: <https://www.bizcommunity.com>